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**FY08/09 Marketing Plan  
July 1, 2008 - June 30, 2009**

## **PURPOSE**

The overall purpose of this marketing plan is to increase the number of visitors to the Missouri River Country Region by promoting local businesses, events and attractions to tourists, group tour planners and hunting, fishing and birding enthusiasts.

Our marketing efforts will focus on promoting Missouri River Country as an area filled with historical and cultural destinations, beautiful rivers and lakes, hospitable people and numerous outdoor opportunities.

We continue to turn our efforts toward development of both online marketing and online content – to give potential visitors using our website more tools for researching and planning their trips. In addition, we will continue taking advantage of partnerships with other tourism entities, working together to more effectively promote our area as a tourist destination.

Missouri River Country is a unique corner of Montana and would like to see more accurate and comprehensive research data specifically representing our region, to assist in making reliable decisions for our future marketing plans.

Our primary marketing objectives are to increase visitation and communicate a cohesive and effective marketing identity, in accordance with Travel Montana's 2008-2012 5-Year Strategic Marketing Plan.

## **IDENTITY OF THE AREA, AS IDENTIFIED BY MISSOURI RIVER COUNTRY**

### *Strengths:*

#### **Museums, Interpretive & Educational Centers**

- Fort Peck Interpretive Center & Dinosaur Museum
- Bainville Pioneer Pride Museum
- City Museum (Poplar)
- Culbertson Museum & Visitor Information Center
- Fort Peck Assiniboine and Sioux Culture Center and Museum (Poplar)
- Fort Peck Paleontology Field Station
- Garfield County Museum
- Children's Museum of Northeast Montana (Glasgow)
- Historical Society Museum (Lambert)
- Judith River Dinosaur Institute (Malta)
- McCone County & Circle Museum
- MonDak Heritage Center, Museum & Art Gallery (Sidney)
- Montana Agate Museum (Savage)
- Phillips County Museum (Malta)
- Pioneer Town & Museum (Scobey)
- Sheridan County Museum (Plentywood)
- Warm Water Fish Hatchery (near Ft. Peck Interpretive Center & Museum)
- Wolf Point Historical Society & Museum

#### **Events & Attractions**

- Various local events & sporting tournaments
- Chet Huntley School House (Saco)

- County Fairs (various)
- Fort Peck Summer Theatre
- Montana Dinosaur Trail
- Northeast Montana Birding Trail
- Pioneer Days and Dirty Shame Show (Scobey)
- Sidney Water Slide
- Snowden and Old Fairview bridges (Fairview)
- Valley County Pioneer Museum (Glasgow)
- Valley Events Center (Glasgow)
- Wild Horse Stampede (Wolf Point)
- Zortman (Historic Mining Town)

### **Lewis & Clark Attractions**

- Hiking Trail & Observation Point w/ Interpretive Signage (Fort Peck)
- Lewis & Clark Visitor's Center (Sidney)
- Missouri-Yellowstone Confluence Interpretive Center
- Scenic Overlook on Hwy. 24 with interpretive signage

### **Scenic Drives**

- Leo B. Coleman Wildlife Exhibit
- Bowdoin National Wildlife Refuge
- Medicine Lake National Wildlife Refuge
- North James Kipp Park (Charles M. Russell Wildlife Refuge)

### **Abundant Recreational Opportunities**

- Brush Lake State Park
- Charles M. Russell Wildlife Refuge
- Fishing, boating, camping, hiking, hunting, golfing, canoeing.
- Scenic drives; pristine, open spaces in a serene environment
- Natural history opportunities including an abundance of natural history activities: bird watching, agate hunting, photography, dinosaur digs

### ***Weaknesses:***

#### **Poor Public Perception and Recognition**

Missouri River Country continues to be primarily a “drive-through” region, with studies by ITRR indicating that more visitors to the state are “just passing through” to destinations with more widely recognized icons. We must continue to educate travelers that there are activities and points of interest in the region. We are addressing this problem by providing additional information at kiosks and distributing our printed materials more widely. A lack of funding precludes the Region from developing programs for the Winter Season, like ice fishing, sledding, cross-country skiing trails and skating.

#### **Distance/Lodging/Transportation**

Travel can be a challenge, as long distances—coupled with limited lodging and services—are potential stumbling blocks. In addition, access to transportation is limited. Missouri River Country has no major Interstate routes, terminals or airports. These weaknesses are all exacerbated in the Winter Season, when road conditions keep visitors at home or in other parts of the state where organized winter activities draw tourists year-round.

### **Lack of Communication/Coordinated Efforts**

Intra-community sharing of knowledge and information to help promote tourism within Montana's Missouri River Country is always an area in need of improvement. It is a challenge to get communities to work together to promote their areas and increase tourism and we will continue our efforts to help this by offering our co-op marketing strategies to build Region unity.

### **FISCAL YEAR 2009 GOALS**

- 1) Increase arrivals and encourage extended stays and increased expenditures by our frequent repeat visitors by focusing promotions and advertising on the Warm Season, and raising visitors' overall level of awareness of Missouri River Country attractions and activities.
- 2) Promote and support Missouri River Country's newer attractions, including the Ft. Peck Interpretive Center & Museum, the Dinosaur Trail and the Northeast Montana Birding Trail.
- 3) Seek co-operative marketing opportunities with the state of Montana and other appropriate entities.
- 4) Increase awareness of Missouri River Country and the organization's role in regional tourism development.
- 5) Promote our unique outdoor recreation activities, including hunting and fishing opportunities and the new Brush Lake State Park.
- 6) Promote regional conventions, events and shopping.
- 7) Gain feature stories in regional and national consumer publications about events and attractions that expose our region's unique attractions (particularly our expanding Dinosaur attractions).
- 8) Develop both online marketing and online resources to increase visitor interest in the region, and to make it easy for visitors to find and use information that will spur planning decisions.
- 9) Gain increased exposure of Missouri River Country online through web-based public relations, keyword placements on search engines, online packages, and related tactics.

### **HOW THE MARKETING PLAN SUPPORTS THE STATEWIDE 2008-2012 TOURISM & RECREATION STRATEGIC PLAN**

- 1) Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.
- 3) Address management and access issues for sustainable recreation on private, state and federal lands.
- 4) Enhance and preserve Montana's culture and history.
- 5) Support appropriate tourism business growth, including new tourism products and services, for target customer markets.
- 8) Enhance the "curb appeal" of Montana communities to attract visitors.
- 10) Build an effective "team" to implement the Strategic Plan, and report results.

### **FISCAL YEAR 2009 MEASURABLE OBJECTIVES**

- 1.1.a Increase the number of user sessions by 25% per year on Travel Montana and partner websites.
- 1.1.c Develop five targeted packages for show attendees.
- 1.1.c Disseminate at least 50 leads per show to tourism/recreation partners.
- 1.1.e Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment.

- 1.3.a Achieve at least 80% participation from representatives of regions, CVBs, TAC, MTTA, and state and federal agencies.
- 1.3.b Encourage tourism and recreation partners statewide to incorporate the Montana brand into marketing efforts.
- 1.3.c Conduct at least one marketing workshop for tourism and recreation industry partners in each Region annually.
- 1.2.d Host at least one travel media familiarization tour, and two to four individual familiarization tours per region annually.
- 3.1 Distribute responsible use materials at all visitor centers statewide annually.
- 3.1 Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.
- 3.2 Meet annually to discuss marketing plans and land management implications.
- 4.1.b Identify two trails per region, with theme and art/craft/history/cultural/tribal highlights along each, by 2010.
- 5.1.b Include a FAM tour of winter activities at region meetings and VIC workshops.
- 5.1.d Initiate the process of RFP development as appropriate.
- 5.2.a Highlight assistance programs in Travel Montana e-newsletter, and at region/CVB/association meetings.
- 8.2.b Address billboard proliferation and create incentives for replacement with TODS.
- 10.2 Create at least two new partnerships in each region annually.

## TARGET GEOGRAPHIC MARKETS

Missouri River Country will target the following geographic markets, which provide our current base of visitors and potential for increased visits by high-value, low-impact tourists: North Dakota, Minnesota, Washington, Oregon and Alberta and Saskatchewan, Canada. Some Southwestern and Midwestern markets are “opportunity” markets that we will reach through national circulation in various publications utilized in our Magazine Ad campaign and via trade show attendance.

## TARGET DEMOGRAPHICS

### A) *Hunters & Fishers:*

Heavily skewed male audience, typical income level of \$35,000+; census statistics suggest about 16% of the general US population age 16 and older fishes, while 6% hunt.

### B) *History & Culture Buffs:*

Adults 35+ who are traveling with or without children, with a household income of \$60,000+. These travelers are interested in a variety of history, arts and culture and are likely to visit a historical site during their vacation.

C) *Couples:* Adults 30+ years of age without children. They have a household income of 40,000+, interested in history/culture/arts, museums, soft adventure, wildlife viewing/bird watching, events, and scenic attractions.

D) *Traditional Family Travelers:* Adults 35+ years of age, with or without children. They have a household income of \$60,000+. These travelers participate in scenic driving, nature photography, camping/hiking, museums and wildlife viewing/bird watching. They are interested in creating a relaxing and memorable experience together.

E) *RV/Camping Travelers*: Adults 35-54, with children; Adults 55-64, without children. They have a household income of \$75,000+. These travelers participate in camping, hiking and visiting historic sites, sightseeing, photography and wildlife viewing/bird watching.

F) *Outdoor Enthusiasts*: Adults 35-54 years of age who are traveling with or without children. They have a household income of \$40,000+. They enjoy participating in outdoor activities such as camping, hiking, biking, fishing, hunting, birding and water recreation.

G) *Group Tour Operators* who have a strong interest in history and culture related tours, Lewis & Clark and the Rocky Mountain West; includes RV travelers and travel clubs.

**MARKETING METHODS, INCLUDING ADV. MEDIUMS TO BE USED**  
*Reaching Hunters & Fishers, History & Culture Buffs, Couples, Traditional Family Travelers, RVers/Campers, Outdoor Enthusiasts, Group Tour Operators.*

A) Consumer Magazine Advertising: Our ads will promote the recreational and historical/cultural/dinosaur attractions in our region, in various regional and national publications as outlined under our Target Markets. We will also explore every opportunity to partner with Travel Montana in co-op ventures.

B) Travel Planner: We will be distributing our comprehensive Travel Planner at trade shows and to all visitor inquiries. The Planner promotes attractions, events, activities, driving tours and contact information in our region.

C) Website: Continued updates will increase the site's inclusion of up-to-date information and photography, and encourage longer/more frequent website visits.

D) Billboards: Billboards will be placed just east of Wolf Point, in Oswego, and near Malta, to encourage out-of-state tourists driving through Missouri River Country to stop and visit various Dinosaur Trail attractions in our region.

E) E-Newsletter: We will continue to announce new attractions and events, keeping awareness high, and encouraging repeat visits.

F) Calendar of Events: This existing piece will be updated, reprinted and distributed to maintain awareness and encourage attendance of current events in Missouri River Country.

G) Public Relations: We will encourage written articles about Missouri River Country by participating in FAM Tours, possibly promoting dinosaur digs, fishing, hunting, birding and agate hunting.

***To reach RV/Camping Travelers, Outdoor Enthusiasts, Group Tour Operators***

H) Trade Shows: We will attend various trade shows to target those with a propensity to take or coordinate driving vacations in our region and display/distribute our CDs, Travel Planner and targeted brochures.

I) Press Kits: We will continue distributing our press kits to encourage written articles about Missouri River Country.

**MISSOURI RIVER COUNTRY  
FY2008/2009 BUDGET**

<b>PROJECT DESCRIPTION/CATEGORY</b>	<b>PROJECT BUDGET</b>	<b>TOTAL BUDGET</b>
<b>Marketing Support</b>		<b>\$42,368.00</b>
Administration (20%)	\$28,154.00	
Opportunity Funds	\$ 5,000.00	
Cooperative Marketing	\$ 4,000.00	
Joint Venture	\$ 2,000.00	
Development of FY09/10 Marketing Plan	\$ 3,214.00	
<b>Consumer Advertising</b>		<b>\$26,600.00</b>
Warm Season Print (Newspaper, Magazine) and Ad Production	\$23,000.00	
Billboard Advertising Media (Wolf Point, Oswego, Malta)	\$ 3,600.00	
<b>Internet Projects</b>		<b>\$ 8,950.00</b>
Fall Update	\$ 800.00	
Spring Update	\$ 800.00	
Design of E-newsletters (3)	\$ 1,950.00	
Online Keyword Search Campaign	\$ 3,000.00	
Online Public Relations Campaign (3)	\$ 2,400.00	
<b>Publications</b>		<b>\$29,100.00</b>
Calendar of Events		
- Printing	\$ 900.00	
- Distribution	\$ 600.00	
Travel Planner		
- Design	\$ 25,000.00	
- Distribution	\$ 600.00	
Dinosaur Brochure Design & Reprint		
- Design	\$ 500.00	
- Printing	\$ 500.00	
Birding Brochure Design & Reprint		
- Design	\$ 500.00	
- Printing	\$ 500.00	
<b>Publicity</b>		<b>\$ 2,500.00</b>
FAM Tours	\$ 2,500.00	
<b>Trade Shows</b>		<b>\$12,050.00</b>
Consumer Exhibiting/Trade Shows	\$ 10,000.00	
- Giveaway Items	\$ 1,000.00	
CDs	\$ 800.00	
DVDs	\$ 250.00	
<b>TAC Meetings</b>		<b>\$ 2,500.00</b>
Travel/Expenses	\$ 2,500.00	

<b>Telemarketing/Fulfillment</b>		<b>\$16,700.00</b>
800 Line	\$ 1,200.00	
Internet Service	\$ 600.00	
Postage	\$11,000.00	
Fulfillment by Contractor	\$ 3,000.00	
Storage of Fulfillment Items	\$ 600.00	
Mailing Supplies	\$ 300.00	

**TOTAL BUDGET REQUESTED: \$140,768.00**

*Budget is based on: Preliminary revenue projection for FY09 at 95% is \$140,768.00.*

**IDENTIFY PROJECTS & AMOUNTS YOU WOULD ELIMINATE/REDUCE IF REVENUE DECREASES 10%.**

1. JOINT VENTURE: \$1162.40
2. OPPORTUNITY FUNDS: \$5714.40
3. DINOSAUR BROCHURE: \$1000
4. TRAVEL PLANNER CDS: \$800
5. ONLINE KEYWORD SEARCH: \$3000
6. ONLINE PUBLIC RELATIONS: \$2400

**IF YOU CHOOSE TO RESERVE FUNDS FOR FUTURE YEARS, PLEASE IDENTIFY PURPOSE, ANTICIPATED PROJECT BUDGET AND AMOUNT OF FUNDS TO BE RESERVED THIS YEAR.**

None.



**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Development of the 2009/2010 Marketing Plan

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>	
<input checked="checked" type="checkbox"/>	<b>Final</b>
<input type="checkbox"/>	<b>Preliminary</b>

**NEED FOR THE PROJECT:**

Missouri River Country annually revisits its marketing position at a marketing planning session. This is the foundation for the development of the marketing plan for the new fiscal year. This project encompasses the marketing support provided by Wendt in the form of preparation for, and facilitation of, a marketing planning session, and the subsequent research, development and writing of the FY09/10 Marketing Plan for submission to the Tourism Advisory Council.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

3.2 Meet annually to discuss marketing plans and land management implications.

1.3.a Achieve at least 80% participation from representatives of regions, CVBs, TAC, MTTA, and state and federal agencies.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

All areas of the Marketing Plan Support this project.

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Action 1.3: Collaborate with tourism marketing partners to plan/implement priority marketing efforts.

1.3.b: Implement the new Montana tourism brand.

Goal 10: Build an effective "team" to implement the Strategic Plan and report results.

Action 10.1: Recognize Travel Montana as "team captain" to communicate/coordinate regularly with partners.

**Detail pages attached:** N/A

**Budget:** Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
DEVELOPMENT OF  
THE FY2009/2010  
MARKETING PLAN**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONALSERVICES:</b>			
Account Management	\$2,500		\$2,500
<b>TOTAL</b>	<b>\$2,500</b>	<b>\$0</b>	<b>\$2,500</b>
<b>TRAVEL:</b>			
Personal Car/Mileage	\$444		\$444
Meals	\$150		\$150
Lodging	\$120		\$120
<b>TOTAL</b>	<b>\$714</b>	<b>\$0</b>	<b>\$714</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$3,214</b>	<b>\$0</b>	<b>\$3,214</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Warm Season Print Media and Ad Production

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

☒ **Final - Production**  
☒ **Preliminary- Place-**

**NEED FOR THE PROJECT:**

As a primary component of the FY2008/2009 marketing plan, Missouri River Country will continue magazine ad placement as a method of promoting our region in regional and national publications read by travelers which match our target audiences. We will participate in Travel Montana co-ops when available. As a new vehicle for attracting high-value, low-impact visitors, we will develop a regional newspaper campaign. This will allow us to effectively target our desired visitor with greater cost-efficiency.

Timing of the advertising placement and specific publications used will be determined after July 1, 2008 and submitted to the Audits/Applications Committee for approval. The ads will include our existing 1/3-page and 1/6-page ads (promoting fishing, Lewis & Clark, dinosaur-related attractions, birding, and our Native American history). We will also produce two new newspaper ads to target high-value, low-impact tourists in our identified demographic.

Effectiveness of this project will be measured by tracking inquiries generated by each magazine and by calculating the cost per inquiry. Inquiries resulting from this ad campaign will be fulfilled with our current Travel Planner and targeted brochures.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

1.1.e Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment.

3.1 Incorporate responsible use messages and geotourism ethics into tourism marketing publications and web sites by 2009.

4.1.b Identify two trails per region, with theme and art/craft/history/cultural/tribal highlights along each, by 2010.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 4, 5

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: A

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Goal 4: Enhance and preserve Montana's culture and history

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

**Detail pages attached:** No

**Budget:** Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
WARM SEASON  
PRINT MEDIA AND AD  
PRODUCTION**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONALSERVICES:</b>			
Account Management	\$950		\$950
Layout/Art Production	\$1750		\$1750
Film/Separations/Output	\$250		\$250
Freight/Phone/Fax	\$125		\$125
Production Planning/Supervision	\$425		\$425
<b>TOTAL</b>	<b>\$ 3,500</b>	<b>\$0</b>	<b>\$ 3,500</b>
<b>MARKETING/ADVERTISING:</b>			
Print Media	\$19,500		\$19,500
<b>TOTAL</b>	<b>\$19,500</b>	<b>\$0</b>	<b>\$19,500</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$23,000</b>	<b>\$0</b>	<b>\$23,000</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Billboard Advertising – Wolf Point, Oswego & Malta

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

☒ **Final**  
☐ **Preliminary**

**NEED FOR THE PROJECT:**

Missouri River Country will continue to place billboards designed to reach out-of-state tourists traveling through our region, increasing awareness of our attractions, and encouraging them to stop and/or extend their stay. In an effort to support our key attractions, these billboards will promote various Dinosaur Trail facilities in our region. Placement for all three boards will be continuous (12 months) throughout FY08/09. Travelers going west can view both of these billboards, and they are readable by travelers going up to 70 mph. These boards were first produced/placed in FY2006.

Billboards will be placed:

- 1) Just east of Wolf Point, July 2008-June 2009, size 10' x 24', wrap-around vinyl, featuring the Montana Dinosaur Trail logo and promoting Fort Peck, Jordan and Malta
- 2) In Oswego, July 2008-June 2009, size 8' x 16', wrap-around vinyl, featuring the Montana Dinosaur Trail logo and the Fort Peck Interpretive Center.
- 3) In Malta, July 2008-June 2009, size 10' x 24'; promoting the Malta Dinosaur Institute and Phillips County Museum.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

4.1.b Identify two trails per region, with theme and art/craft/history/cultural/tribal highlights along each, by 2010.

8.2.b Address billboard proliferation and create incentives for replacement with TODS.

10.2 Create at least two new partnerships in each region annually.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 3

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: A

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal 4: Enhance and preserve Montana's culture and history

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Goal 8: Enhance the "curb appeal" of Montana communities to attract visitors.

**Detail pages attached:** No

**Budget:** Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
BILLBOARD  
ADVERTISING**

	State Tourism Funds	Other Funds	Total
<b>MARKETING/ADVERTISING:</b>			
Wolf Point Billboard Media	\$1,200		\$1,200
Oswego Billboard Media	\$1,200		\$1,200
Malta Billboard Media	\$1,200		\$1,200
<b>TOTAL</b>	<b>\$3,600</b>	<b>\$0</b>	<b>\$3,600</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$3,600</b>	<b>\$0</b>	<b>\$3,600</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Internet Site Updates

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

☒ **Final**  
☐ **Preliminary**

**NEED FOR THE PROJECT:**

Missouri River Country will make semi-annual updates to our website to maintain the most current links and information. Minor changes, made in the fall and then again in the spring, will include maintaining/adding the most current links, updating general information as needed, and refreshing photography. The website is designed to encourage interest and visitation from tourists and group tours.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

1.1.a Increase the number of user sessions by 25% per year on Travel Montana and partner websites.

1.1.e Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment.

4.1.b Identify two trails per region, with theme and art/craft/history/cultural/tribal highlights along each, by 2010.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 5, 6

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: C

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Goal 4: Enhance and preserve Montana's culture and history

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors

Goal 10: Build an effective "team" to implement the Strategic Plan, and report results.

Action 10.1: Recognize Travel Montana as "team captain" to communicate/coordinate regularly with partners.

**Detail pages attached:** N/A

**Budget:** Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
INTERNET SITE  
UPDATES**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
<u>Fall Updates</u>			
Account Management	\$275		\$275
Copywriting	\$150		\$150
Site Design/Production/Supervision	\$375		\$375
<b>TOTAL</b>	<b>\$800</b>	<b>\$0</b>	<b>\$800</b>
 <u>Spring Updates</u>			
Account Management	\$275		\$275
Copywriting	\$150		\$150
Site Design/Production/Supervision	\$375		\$375
<b>TOTAL</b>	<b>\$800</b>	<b>\$0</b>	<b>\$800</b>
 <b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	 <b>\$1,600</b>	 <b>\$0</b>	 <b>\$1,600</b>



**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** E-Newsletter Development & Distribution

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

☒ **Final**  
☐ **Preliminary**

**NEED FOR THE PROJECT:**

Missouri River Country will continue updating and distributing the e-newsletter previously developed, to keep visitors up-to-date on current events in Missouri River Country and to encourage repeat visitation. This e-newsletter will be sent out three times during the next fiscal year, containing information on current and upcoming events and attractions. The e-newsletter mailing list will continue to be supplemented with new names obtained from Trade Show attendance, inquiries on our website, and the "sign up" button on our website. The e-newsletter is distributed by the Executive Director. The e-newsletter will be distributed in August, 2008; April, 2009; and June, 2009.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

3.1 Incorporate responsible use messages and geotourism ethics into tourism marketing publications and websites by 2009.

4.1.b Identify two trails per region, with theme and art/craft/history/cultural/tribal highlights along each, by 2010.

5.2.a Highlight assistance programs in Travel Montana e-newsletter, and at region/CVB/association meetings.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 5, 6

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: E

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 4: Enhance and preserve Montana's culture and history

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors

4.1.b: Develop artisan/craftsmen trails statewide to highlight history and culture.

**Detail pages attached:** N/A

**Budget:** Attached

**MISSOURI RIVER COUNTRY  
E-NEWSLETTER  
DEVELOPMENT &  
DISTRIBUTION**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONALSERVICES:</b>			
Account Management	\$750		\$750
Web Design/Production/Supervision	\$1,200		\$1,200
<b>TOTAL</b>	<b>\$1,950</b>	<b>\$0</b>	<b>\$1,950</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>			
	<b>\$1,950</b>	<b>\$0</b>	<b>\$1,950</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Online Keyword Search Campaign

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>	
<u>X</u>	<b>Final</b>
<u>    </u>	<b>Preliminary</b>

**NEED FOR THE PROJECT:**

To coincide with the peak travel planning season, Missouri River Country will develop a paid keyword search term campaign on sites such as Google and Yahoo Search. These paid results will be tied to specific interest areas and demographics of the primary Missouri River Country target markets, displaying a direct link to Missouri River Country's website when people perform searches on targeted keyword phrases. Timing of the advertising placement will be determined after July 1, 2008.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

1.1.e Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment.

4.1.b Identify two trails per region, with theme and art/craft/history/cultural/tribal highlights along each, by 2010.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 4, 5

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: A

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

**Detail pages attached:** No

**Budget:** Attached

**MISSOURI RIVER COUNTRY  
ONLINE KEYWORD  
SEARCH CAMPAIGN**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONALSERVICES:</b>			
Account Management	\$300		\$300
Copywriting	\$200		\$200
Media Placement	\$2,500		\$2,500
<b>TOTAL</b>	<b>\$3,000</b>	<b>\$0</b>	<b>\$3,000</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$3,000</b>	<b>\$0</b>	<b>\$3,000</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Online Public Relations Campaign

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

☒ **Final**  
☐ **Preliminary**

**NEED FOR THE PROJECT:**

To coincide with the peak travel planning season, Missouri River Country will develop an online public relations campaign designed to specifically get coverage and content on other websites through three releases distributed via online newswires. These releases will be distributed August 1<sup>st</sup>, 2008; April 30<sup>th</sup>, 2009 and June 30<sup>th</sup>, 2009.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

1.1.e Conduct research annually to measure results of advertising and web marketing, and improvements in return on investment.

3.1 Incorporate responsible use messages and geotourism ethics into tourism marketing publications and websites by 2009.

4.1.b Identify two trails per region, with them and art/craft/history/cultural/tribal highlights along each, by 2010.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 4, 5

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: A

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

Action 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities.

1.2.d: Target travel media to increase visibility of MT as a leisure travel destination.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 4: Enhance and preserve Montana's culture and history

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors

4.1.b: Develop artisan/craftsmen trails statewide to highlight history and culture.

**Detail pages attached:** No

**Budget:** Attached

**MISSOURI RIVER COUNTRY  
ONLINE PUBLIC  
RELATIONS  
CAMPAIGN**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONALSERVICES:</b>			
Account Management	\$375		\$375
Copywriting: Three Releases	\$900		\$900
Online Newswire Distribution: Three Releases	\$1,125		\$1,125
<b>TOTAL</b>	<b>\$2,400</b>	<b>\$0</b>	<b>\$2,400</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$2,400</b>	<b>\$0</b>	<b>\$2,400</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Calendar of Events

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

☒ **Final**  
☐ **Preliminary**

**NEED FOR THE PROJECT:**

Since we do not print our Travel Planner each year, Missouri River Country produces a separate Calendar of Events brochure to identify dates, times and locations of events and activities occurring in our region. The calendar includes information about Native American Pow Wows, rodeos, car shows, country music showdowns, art fairs, class reunions, county fairs, theatre productions, etc. – anything that might attract a tourist to the region or encourage them to extend their stay. Lodging facilities are listed on the back page. Updates to the Calendar of Events are done by the Executive Director. No design costs incurred.

The calendar of events is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

3.1 Distribute responsible use materials to all visitor centers statewide annually.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 4, 5, 6

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: G

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal 4: Enhance and preserve Montana's culture and history.

**Detail pages attached:** Yes

**Budget:** Attached

**REGION/CVB PROJECT BUDGET  
CALENDAR OF EVENTS**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONALSERVICES:</b>			
Printing	\$900		\$900
<b>TOTAL</b>	\$900	\$0	\$900
<b>OTHER:</b>			
Distribution	\$600		\$600
<b>TOTAL</b>	\$600	\$0	\$600
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	\$1,500	\$0	\$1,500



## **PRINTED MATERIALS**

**Publication:** Calendar of Events

**Quantity:** 10,000 total

**Size:** 11" x 17", folds to 8.5" x 3.5"

**Ad Sales (Yes or No):** No

**Percentage:** n/a

**Distribution Plan (areas and method):** The calendar of events is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit for distribution to the media; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

**Approval Requested**

☒ **Final**  
☐ **Preliminary**

**ORGANIZATION NAME:** Missouri River Country

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**PROJECT NAME:** Missouri River Country Travel Planner Design and Distribution

**NEED FOR THE PROJECT:**

The Missouri River Country Travel Planner is the primary response piece that is mailed to those inquiring about Missouri River Country. In addition, copies are distributed throughout the region to marketing partners promoting the capture of high-value, low-impact visitors. Editorial content and photography highlight our attractions and provide useful information.

In FY07, we printed a two-year supply of this Travel Planner for distribution at trade shows and to all visitor inquiries. This year, we will design our Travel Planner for printing in FY10.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

1.3.b Encourage tourism and recreational partners statewide to incorporate the Montana brand into marketing efforts.

3.1 Incorporate responsible use messages and geotourism ethics into tourism marketing publications and websites by 2009

3.1 Distribute responsible use materials at all visitor centers statewide annually.

4.1.b Identify two trails per region, with theme and art/craft/history/cultural/tribal highlights along each, by 2010.

5.1.d Initiate the process of RFP development as appropriate.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 3, 4, 5, 6, 7

Target Geographic Markets

Target Demographics: A, B, C, D, E, F

Advertising Mediums Planned: B

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

1.3.b: Implement the new Montana tourism brand.

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

Goal 4: Enhance and preserve Montana's culture and history.

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

**Detail pages attached:** No

**Budget:** Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
TRAVEL PLANNER  
DESIGN AND  
DISTRIBUTION**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
Account Management	\$500		\$500
Layout/Design/Art Production	\$14,775		\$14,775
Photography	\$8,000		\$8,000
Copywriting/Editing/Proofing	\$900		\$900
Production Planning/Supervision	\$800		\$800
Freight/Fax/Phone	\$25		\$25
<b>TOTAL</b>	<b>\$25,000</b>	<b>\$0</b>	<b>\$25,000</b>
<b>OTHER:</b>			
Distribution	\$600		\$600
<b>TOTAL</b>	<b>\$600</b>		<b>\$600</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$25,600</b>	<b>\$0</b>	<b>\$25,600</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Dinosaur Brochure Design and Reprint

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

☒ **Final**  
☐ **Preliminary**

**NEED FOR THE PROJECT:**

Missouri River Country will design and reprint the Dinosaur Brochure. This piece will be used as fulfillment and at tradeshow to target high-value, low-impact visitors to the region.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

4.1.b Identify two trails per region, with theme and art/craft/history/cultural/tribal highlights along each, by 2010.

10.2 Create at least two new partnerships in each region annually.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 4, 5, 6

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: F

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal 4: Enhance and preserve Montana's culture and history (historic sites, museums, art, music, etc.).

**Detail pages attached:** Below

**Budget:** Attached

**PRINTED MATERIALS**

**Publication:** Dinosaur Brochure

**Quantity:** TBD

**Size:** 18" x 24" trim size, folds in half from top down, then in half and in half again to final 4" x 9".  
4-color, 80# gloss (recycled paper)

**Ad Sales:** No

**Distribution Plan:** The Dinosaur Brochure is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit for distribution to the media; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

**MISSOURI RIVER COUNTRY PROJECT BUDGET**  
**Dinosaur**  
**BROCHURE**  
**Design and Reprint**

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONALSERVICES:</b>			
Design	\$500		\$500
Printing	\$500		\$500
<b>TOTAL</b>	\$1,000	\$0	\$1,000
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	\$1,000	\$0	\$1,000

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Birding Brochure Design and Reprint

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

☒ **Final**  
☐ **Preliminary**

**NEED FOR THE PROJECT:**

Missouri River Country will design and reprint the Birding Brochure. This piece will be used as fulfillment and at tradeshow to target high-value, low-impact visitors to the region.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

4.1.b Identify two trails per region, with theme and art/craft/history/cultural/tribal highlights along each, by 2010.

10.2 Create at least two new partnerships in each region annually.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 4, 5, 6

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: F

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Goal 3: Address management and access issues for sustainable recreation on private, state, and federal lands.

**Detail pages attached:** Below

**Budget:** Attached

**PRINTED MATERIALS**

**Publication:** Birding Brochure

**Quantity:** TBD

**Size:** 18" x 24" trim size, folds in half from top down, then in half and in half again to final 4" x 9".  
4-color, 80# gloss (recycled paper)

**Ad Sales:** No

**Distribution Plan:** The Birding Brochure is distributed throughout Missouri River Country to and through area Chambers of Commerce, Visitors Centers and local businesses; is included in our press kit for distribution to the media; and is also used as a fulfillment piece for visitor inquiries (in addition to our Travel Planner and other brochures).

# MISSOURI RIVER COUNTRY PROJECT BUDGET

## Birding BROCHURE Design and Reprint

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONALSERVICES:</b>			
Design	\$500		\$500
Printing	\$500		\$500
<b>TOTAL</b>	<b>\$1,000</b>	<b>\$0</b>	<b>\$1,000</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$1,000</b>	<b>\$0</b>	<b>\$1,000</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** FAM Tour

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>	
<input checked="checked" type="checkbox"/>	<b>Final</b>
<input type="checkbox"/>	<b>Preliminary</b>

**NEED FOR THE PROJECT:**

Missouri River Country has been successful in the past in coordinating FAMs with Travel Montana and other regions. In FY08/09 we will host at least one FAM trip, allowing us to reach more writers and ultimately generate more publicity. The topics being considered for this year's FAM trip are dinosaurs, outlaws & Indians, hunting, birding and fishing.

The FAM Tour will be organized in conjunction with Travel Montana to bring travel writers and media representatives to our region. We will submit plans and obtain approval from TAC prior to initiating any FAMs. Our past FAM trips have been very successful, resulting in significant articles in local, regional and national publication.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

1.2.d Host at least one travel media familiarization tour, and two to four individual familiarization tours per region annually.

5.1.b Include a FAM tour of winter activities at region meetings and VIC workshops.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 3, 6, 7

Target Geographic Markets

Target Demographics: B, C, D, E

Advertising Mediums Planned: H

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities.

1.2.d: Target travel media to increase visibility of MT as a leisure travel destination.

Goal 3: Address management and access issues for sustainable recreation on private, state and federal lands.

Action 3.1: Educate visitors, suppliers, residents about ethics/responsibilities on public/private lands.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

**Detail pages attached:** No

**Budget:** Attached



**MISSOURI RIVER COUNTRY PROJECT BUDGET  
FAM TOUR**

	State Tourism Funds	Other Funds	Total
<b>TRAVEL:</b>			
Commercial Transportation	\$625		\$625
Meals	\$500		\$500
Lodging	\$1,000		\$1,000
<b>TOTAL</b>	<b>\$2,125</b>	<b>\$0</b>	<b>\$2,125</b>
<b>OTHER:</b>			
Misc. (admission/guide fees)	\$375	\$0	\$375
<b>TOTAL</b>	<b>\$375</b>		<b>\$375</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$2,500</b>	<b>\$0</b>	<b>\$2,500</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Consumer Exhibiting/Trade Shows

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

☒ **Final-Giveaways**  
☒ **Preliminary-Shows**

Missouri River Country plans to participate in at least three tourism-related trade shows in FY08/09, using our existing booth graphics. When prioritizing projects for the year, the Board of Directors continues to support trade shows as an effective way to contact high-value, low-impact visitors and provide them with information about our region. A minimum of one representative from the region will attend each show and staff the Missouri River Country booth during the event.

To attract high-value, low-impact visitors we will distribute our existing plastic bags containing fulfillment items. We will also purchase agate and novelty items to give away at trade shows.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

1.1.c Develop five targeted packages for show attendees.

1.1.c Disseminate at least 50 leads per show to tourism/recreation partners.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 3, 4, 5, 6

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: K

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.c: Attend consumer travel shows targeting high-value, low-impact visitors.

Action 1.2: Promote Montana to target groups/events, emphasizing off-peak season activities.

1.2.d: Target travel media to increase the visibility of Montana as a leisure travel destination.

Goal 4: Enhance and preserve Montana's culture and history

Action 4.1: Promote existing historical/cultural assets for the enjoyment of residents and visitors

4.1.a: Use historic/cultural attractions as venues for conferences, events and seminars.

Goal 5: Support appropriate tourism business growth, including new tourism products and services, for target customer markets.

**Detail pages attached:** N/A

**Budget:** Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
CONSUMER  
EXHIBITING/TRADE  
SHOW  
PARTICIPATION**

	State Tourism Funds	Other Funds	Total
<b>TRAVEL:</b>			
Commercial Transportation	\$3,000		\$3,000
Meals	\$1,500		\$1,500
Lodging	\$1,500		\$1,500
<b>TOTAL</b>	<b>\$6,000</b>	<b>\$0</b>	<b>\$6,000</b>
<b>OTHER:</b>			
Misc. (vehicle rental, electricity, carpet)	\$900		\$900
Freight/Shipping	\$600		\$600
Table/Chair Rental	\$600		\$600
Booth Space Rental	\$1,900		\$1,900
Agates & Dinosaur Novelty Items	\$1,000		\$1,000
<b>TOTAL</b>	<b>\$6,050</b>	<b>\$0</b>	<b>\$6,050</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$11,000</b>	<b>\$0</b>	<b>\$11,000</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** CDs/DVDs

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

**Approval Requested**

☒ **Final**  
☐ **Preliminary**

**NEED FOR THE PROJECT:**

To attract high-value, low-impact visitors to our booth, we will create a photo DVD with audio and images of Missouri River Country attractions, activities and events to play at our trade show booth on a continuous loop. We will also use the DVDs to play at Missouri River Country educational tourism workshops.

We will produce CDs with our Travel Guide on them to provide a cost-effective fulfillment piece for distribution at trade shows and to mail out upon request.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

1.1.c Develop five targeted packages for show attendees.

1.1.c Disseminate at least 50 leads per show to tourism/recreation partners.

1.3.c Conduct at least one marketing workshop for tourism and recreation industry partners in each Region annually.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

Goals: 1, 2, 3, 4, 5, 6

Target Geographic Markets

Target Demographics: A, B, C, D, E

Advertising Mediums Planned: K

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

1.3.c. Conduct educational workshops, presentations, and webinars to build marketing capacity and awareness, and showcase successes, among community and business partners.

**Detail pages attached:** No

**Budget:** Attached

## MISSOURI RIVER COUNTRY PROJECT BUDGET

### CDs/DVDs

	State Tourism Funds	Other Funds	Total
<b>PROFESSIONAL SERVICES:</b>			
<b>CDs</b>			
Creative Supervision	\$50		\$50
Duplication	\$750		\$750
<b>TOTAL</b>	<b>\$800</b>	<b>\$0</b>	<b>\$800</b>
<b>DVDs</b>			
Pre-Production	\$100		\$100
Editing	\$100		\$100
Duplication	\$50		\$50
<b>TOTAL</b>	<b>\$250</b>	<b>\$0</b>	<b>\$250</b>
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	<b>\$1,050</b>	<b>\$0</b>	<b>\$1,050</b>

**ORGANIZATION NAME:** Missouri River Country

**PROJECT NAME:** Telemarketing/Fulfillment

**APPLICATION COMPLETED BY:** Carla Hunsley, Executive Director

<b>Approval Requested</b>	
<input checked="checked" type="checkbox"/>	<b>Final</b>
<input type="checkbox"/>	<b>Preliminary</b>

**NEED FOR THE PROJECT:**

This project will provide funds for our toll-free 800 number, which allows consumers to contact us to request information about Missouri River Country. It will also provide funds for fulfillment and postage costs when responding to consumer requests for information (including e-mail requests generated from the Missouri River Country website, and requests via our toll-free 800 number, largely resulting from our Warm Season Print Media Campaign). To encourage cross-promotion, we will continue to provide visitors with a variety of information to request, including our Travel Planner, a current Calendar of Events and targeted brochures.

**THIS PLAN MEETS MEASURABLE OBJECTIVES ACCORDING TO THE STRATEGIC PLAN:**

- 1.1.a Increase the number of user sessions by 25% per year on Travel Montana and partner websites.
- 3.1 Distribute responsible use materials at all visitor centers statewide annually.

**PORTIONS OF THE MARKETING PLAN THAT SUPPORT THIS PROJECT:**

These funds are necessary in order to put our brochures in the hands of visitors who seek more information about visiting Missouri River Country and are planning a trip.

**THIS PLAN SUPPORTS THE STRATEGIC PLAN AS REQUIRED BY TAC RULES & REGULATIONS:**

Goal 1: Increase four-season tourism revenues statewide through effective marketing and promotions, focusing on high-value, low-impact visitors.

Action 1.1: Implement highly targeted consumer advertising/promotion campaigns.

1.1.e: Enhance tracking/reporting and ROI from state, regional and CVB advertising.

**Detail pages attached:** N/A

**Budget:** Attached

**MISSOURI RIVER COUNTRY PROJECT BUDGET  
TELEMARKETING/FULFILLMENT**

	State Tourism Funds	Other Funds	Total
<b>OTHER:</b>			
Toll-free Phone	\$1,200		\$1,200
Internet Service	\$600		\$600
Postage	\$11,000		\$11,000
Fulfillment by Contractor	\$3,000		\$3,000
Storage of Fulfillment Items	\$600		\$600
Mailing Supplies	\$300		\$300
<b>TOTAL</b>		\$0	
<b>MISSOURI RIVER COUNTRY PROJECT TOTAL</b>	\$16,700	\$0	\$16,700